



JOB DESCRIPTION-DIGITAL COMMUNICATIONS COORDINATOR

General Description/Primary Purpose:

This position is responsible for utilizing a variety of digital communication strategies to curate, collect, and manage the external contacts of Murray State College stakeholders. Duties include overseeing the development and distribution of Murray State College Happenings, creating digital materials to promote recruitment activities and enrollment deadlines, and crafting targeted messaging for Murray State College alumni. The position will also actively contribute to the creation of engaging content for the College's social media platforms. This role reports directly to the Director of External Affairs.

Classification: Full-Time, Non-Exempt Staff

Salary: Commensurate with qualifications and experience, plus full fringe benefits.

Appointment: 12-month appointment

Overview:

Murray State College is a small, open-door community college that provides personal growth and professional success opportunities to students of all educational backgrounds. Employees at MSC will flourish in a family-like environment that offers collegiate support and opportunities for advancement.

Located in the heart of the Chickasaw Nation, MSC's service area comprises small towns with a low cost of living and numerous natural attractions which offer fishing, hiking, and camping. Conveniently located within a two-hour drive of Dallas and Oklahoma City, MSC offers the best of both worlds: small-town life with access to big-city offerings.

Description of Job Functions:

1. Collect and prioritize relevant data based on current needs and situational demands to support departmental goals and informed decision-making.
2. Assist with projects that involve alumni, community members, business leaders, and others for the benefit of Murray State College.
3. Create digital presentations for board meetings and the annual State of the College.
4. Seek out and execute digital opportunities that provide a coordinated presence through email and texting platforms to allow for continuing communication with stakeholders.
5. Curate high-quality digital content to increase enrollment and student engagement
6. Collaborate with Admissions and Recruitment to implement long-term strategies to positively impact enrollment goals.
7. Explore new digital opportunities to promote Murray State and its programs to prospective students.

8. Create social media posts and interact with schools in our 10-county service area.
9. Create flyers, social media posts, and emails for special events.
10. Send monthly counselor newsletter emails with program spotlights.
11. Provide training to other staff members on outreach software.
12. Provide excellent service and represent the department professionally and positively.
13. All other duties assigned.
14. To meet objectives of virtual work-related situations and/or extended periods when working from home, all faculty and staff must have access to 24/7 reliable off-campus Internet.
15. Complete National Incident Management Systems (NIMS) Training: General Role: IS-100.HE and IS-700.

Required Knowledge, Skills, and Abilities:

- Individuals must possess the knowledge, skills, and abilities listed below or be able to explain and demonstrate performance of the essential job function, with or without reasonable accommodation, by using some other combination of skills and abilities.
- Professionally and effectively communicate orally and in writing.
- Be knowledgeable about Murray State's mission, purpose, and enrollment and engagement goals.
- Establish and maintain effective working relationships with faculty and staff in addition to all populations the college serves.
- Demonstrate experience of, or willingness in, working effectively in a culturally diverse workplace and/or serving clientele from a variety of racial and cultural backgrounds.

Preferred Knowledge, Skills, and Abilities:

- Creative skill set with solution-seeking mentality.
- Experience in creative software (Adobe Suite, Canva, etc.)
- Understanding of the current social media landscape.
- Experience with social media management.
- Outstanding written and oral communication skills
- Advanced knowledge of Microsoft Office software
- Knowledge of recruiting and outreach best practices
- Understanding of the college service area and educational/community needs of such.

Other Ergonomic Requirements:

Performance of job functions related to instruction requires some amount of stooping, reaching, lifting, walking, and carrying of supplies and light equipment. All individuals are required to be able to perform the movements without significant risk of injury to themselves or others, or to otherwise demonstrate or explain how they can perform the essential functions of the job.

Hours:

Monday- Thursday, 8:00 a.m. to 5:00 p.m. and Friday, 8:00 a.m.- 12 noon (37.5 hour work week). A flex schedule may be utilized if the area supervisor finds it necessary for the functionality of the department. Compensation time can be used if approved by the supervisor and the area Vice President in advance, per Murray State policies and procedures.

Qualification Standards:

1. **Minimum Educational Qualification:** Associates degree in related field. Bachelor's Degree is preferred.
2. **Minimum Experience:** 2 years of experience in digital outreach for education, marketing, or communication.
3. **Professionalism:** Employees of MSC are expected to demonstrate dedication to teaching and to show professional competence, integrity, and enthusiasm in the performance of all responsibilities.
4. **Image:** MSC employees are expected to maintain a neat, well-groomed, and professional image at all times.
5. **Background Check:** The successful candidate must give permission to have a formal background check conducted prior to employment for this position.

Application process:

1. Letter of Application
2. Resume
3. Unofficial college transcript(s). NOTE: Official transcript(s) required upon employment.
4. Murray State College employment application.
5. Background Check Consent Form

Submit to:

Human Resources Office
Murray State College
One Murray Campus, Suite AD 104
Tishomingo, OK 73460
mscemployment@mscok.edu

MSC participates in E-Verify.

MURRAY STATE COLLEGE IS AN EQUAL OPPORTUNITY EMPLOYER Murray State College, in compliance with Titles VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other Federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, or status as a veteran in any of its policies, practices or procedures. This includes but is not limited to admissions, employment, student financial aid, and education services.